BEYON Al Dana Amphitheatre

Brand Guidelines

v01

Welcome to the Beyon Al Dana Amphitheatre brand guidelines

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The brand


01

The brand

Beyon Al Dana Amphitheatre is where music meets the extraordinary. Under Bahrain’s sky, it’s a place where music transcends boundaries, uniting the raw beauty of nature with the boundless possibilities of technology.

Here, every note resonates deeper, every performance becomes a story, and every visit lingers as a cherished memory. It’s a destination that sparks connection, fuels inspiration, and moves you.

Beyon Al Dana is where the rhythm of the world meets the heartbeat of Bahrain – a place where the ordinary dissolves, and the extraordinary takes center stage.

Brand story

Set against the desert and under Bahrain’s starlit skies, Beyon Al Dana Amphitheatre has been a place where nature and performance come together.

Carved into the earth, it’s a space that feels both timeless and welcoming – a destination that brings people together to share in the magic of live entertainment.

With Beyon’s vision, it evolves into a symbol of infinite possibilities and Al Dana Amphitheatre’s story continues to evolve. This transformation amplifies its legacy, combining natural wonder with technological innovation to create a venue that resonates beyond the ordinary.

Purpose

To craft immersive, unforgettable experiences where music, technology, and nature come together.

Vision

To set the benchmark for world-class entertainment, new standards for innovation and artistry, and creating long lasting moments and memories

Brand values

Resonance

Every sound, sight, and moment resonates with emotion, creating experiences that stay with you.

Raw brilliance

Embracing the venue’s unique outdoor setting, blending sustainability with natural beauty.

Collective joy

Bringing people together – artists and audiences – creating shared moments and new connections

Timeless memories

Every performance is a moment in time, a moment that leaves a lasting imprint

Innovation at heart

Amplify the experience of live performances.

Tagline

A Destination That Moves You

"A destination"

emphasizes its status as a one-of-a-kind landmark, a beacon of creativity and connection that attracts artists and audiences from around the globe. It represents not just a physical space but a journey to unforgettable experiences.

"that moves you"

reflects the multi-dimensional impact of the amphitheatre - stirring emotions, sparking inspiration, and connecting people to music, nature, and innovation. It's about the literal vibrations that ripple through the crowd and the emotional waves that linger long after the last note.

Secondary Taglines

"Carving Out Phenomenal Experiences"
"Join The Stars"
Those taglines should not be used on active campaigns, but more for merchandise and brand awareness value.

Visual identity



Logo

Our main logo is the key identifier of the brand. It represents the connection and synergy of two brands and its partnership

The logo is flexible and usable throughout all its touchpoints. When used in lockup, the logo must always have strict safe areas to allow full integrity of its elements and not be compromised by additional elements or out of proportion bleeds.



Colour variations

The main logo should be placed always over the brand colors when it is at full colors. The variations are to be followed as below. The main usage should always be over the main brand colors.



Clear space

The safe space around our brandmark allows clarity and enhances visibility in a communication and design.

The safe area is the size of the circle from Beyon's icon.

Minimum size

To maintain legibility, the minimum size for Beyon Al Dana Amphitehatre logo is 45 px or approx. 0.8cm height





Single colour variations

The main logo is used as a main device from whic all other touchpoints will use as brand elements.





Partnerships

The main logo can be paired with parter logos.
It is important to keep a proper proportion when doing the partnership lockup.

In order to do this, the proper alignments must be followed to ensure integrity of both partner and Beyon Al Dana Amphitheatre.

Horizontal Logo Structure

The horizontal structure of the logo and partnership logos are structured in the example below. This ensures consistency and adaptability across multiple formats where vertical placement is necessary.

Keep in mind

Design criteria must be applied when determining the optical balance of the partner logo





Partnerships

The main logo can be paired with parter logos.
It is important to keep a proper proportion when doing the partnership lockup.

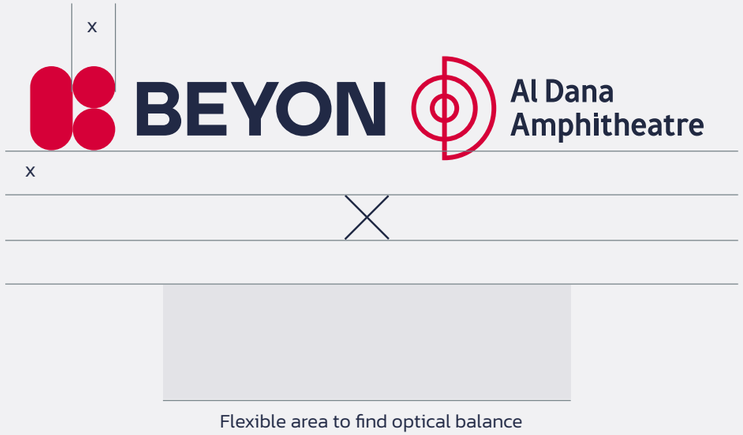
In order to do this, the proper alignments must be followed to ensure integrity of both partner and Beyon Al Dana Amphitheatre.

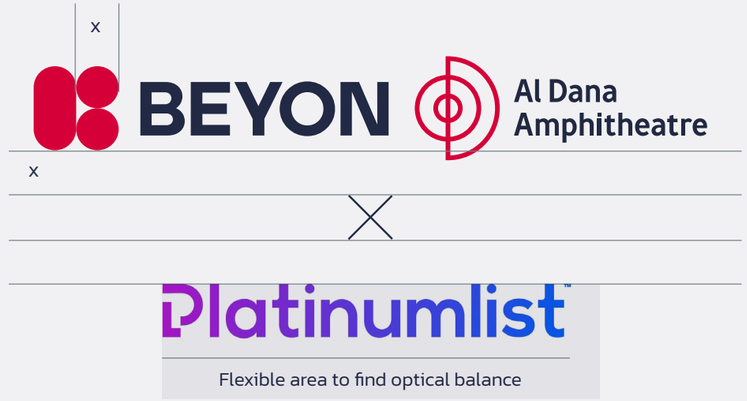
Vertical Logo Structure

The vertical structure of the logo and partnership logos are structured in the example below. This ensures consistency and adaptability across multiple formats where vertical placement is necessary.

Keep in mind

Design criteria must be applied when determining the optical balance of the partner logo





Logo restrictions

Our logo is our most important asset. Please treat it with respect.

This page demonstrates examples of incorrect usage of the brandmark. it is not absolute, but showing them helps to reinforce understanding of the correct way to use the brandmark.

Vertical Logo Structure

The vertical structure of the logo and partnership logos are structured in the example below. This ensures consistency and adaptability across multiple formats where vertical placement is necessary.



Don’t angle it



Don’t add gradients



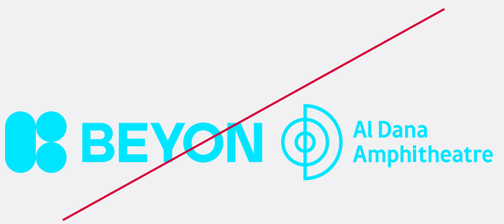
Don’t add shadows



Don’t stretch it



Don’t reposition the elements

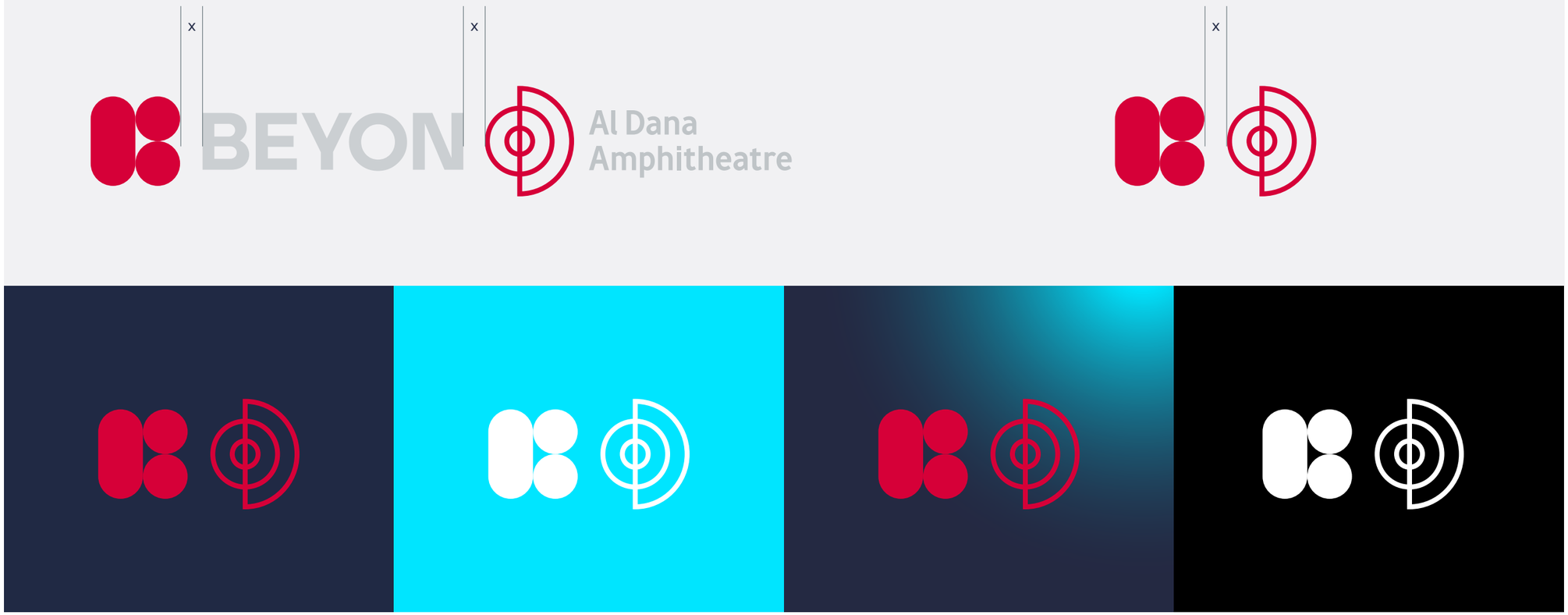


Don’t recolour

Icon

The main logo can be paired with parter logos.
It is important to keep a proper proportion when doing the partnership lockup.

In order to do this, the proper alignments must be followed to ensure integrity of both partner and Beyon Al Dana Amphitheatre.



Colour system

03

Colour system

The primary brand colors

The primary brand colors are used to keep consistency in the brand throughout color associations. Colors should always maintain a level to heirarchy that enables brand recognetion throughout all platforms.

Midnight Blue

#202945
RGB 33, 41, 66
CMYK 91, 82, 45, 46
Pantone 533 C

Bright Orange

#F2714E
RGB 242, 113, 78
CMYK 0, 70, 73, 0
PANTONE 2024 C

Electric Blue

#6FEBFA
RGB 0, 229, 255
CMYK 56, 0, 7, 0
PANTONE 2197 C

Black

#000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
Pantone Black 6 C

Gradients

Having in mind digital space and motion graphics, we developed unique dynamic gradients which will enhance brand's appearance and create a playful and vibrant style.

Please be mindful how you use the gradients. They should not be mixed in way that is not represented in this guide.

The secondary brand colors

Our secondary colours are used in our illustrations, infographics and special cases if mentioned. They help highlight key information and add another level of energy to Beyon Al Dana Amphitheatre

Secondary colours should be used sparingly in corporate visuals, never as main backgrounds or typography. They are meant to empower and enrich our primary set of colours

Golden Yellow

#FDC731
RGB 253,199, 49
CMYK 0, 22, 90, 0
PANTONE 123 C

French Lime

#9EFC38
RGB 158, 252, 56
CMYK 38, 0, 100, 0
PANTONE 2285 C

Raw Gray

#EDEDF0
RGB 237, 237, 240
CMYK 6, 4, 3, 0
Pantone 663 C

Beyon Red

#D41E39
RGB 212, 30, 57
CMYK 10, 100, 82, 2
Pantone 206 C

The secondary brand colors

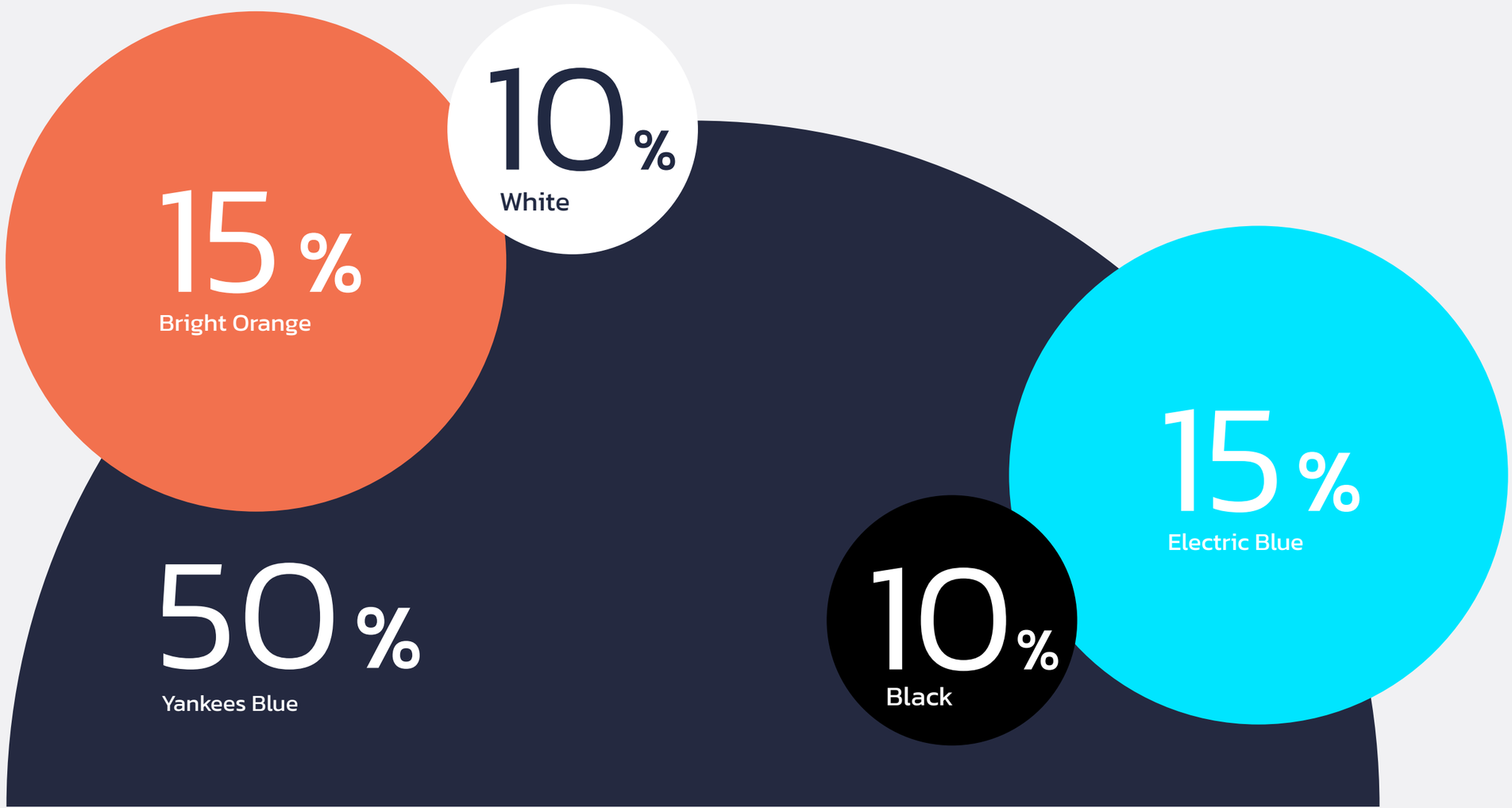
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The Primary colour colour ratios

Right ratio of colour used on the visual is a key to execute a clean and effective creative. Follow the colour ratio guidelines for the best results.



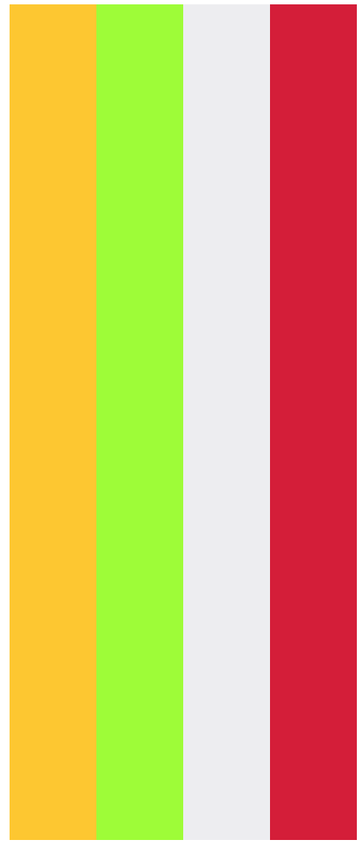
The secondary brand ratios

Right ratio of colour used on the visual is a key to execute a clean and effective creative. Follow the colour ratio guidelines for the best results.

80%



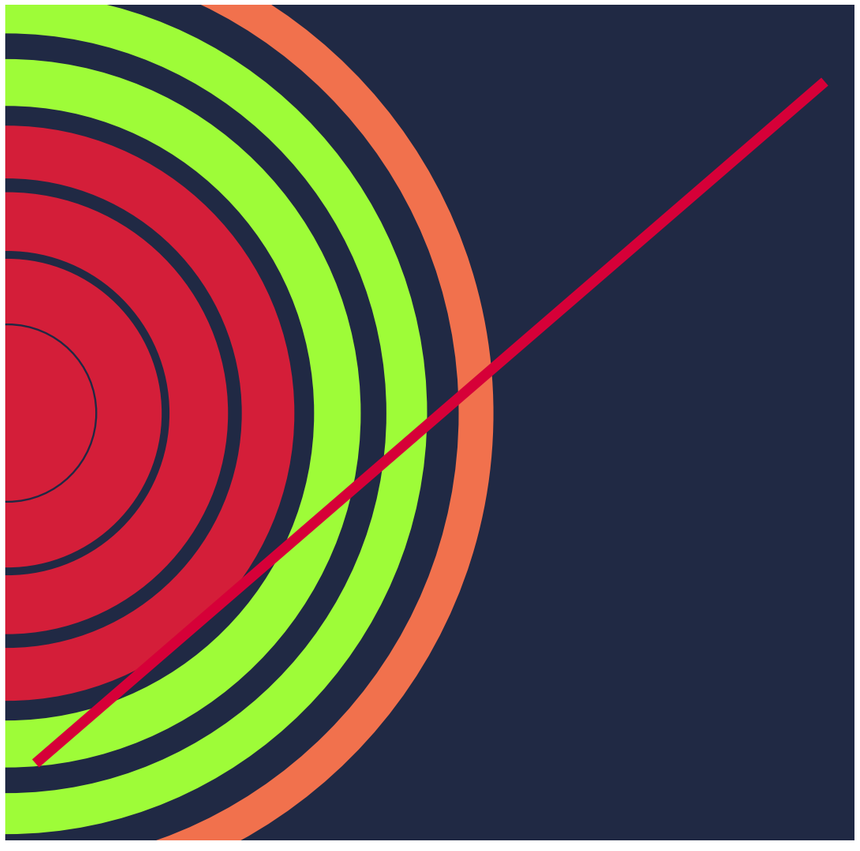
20%

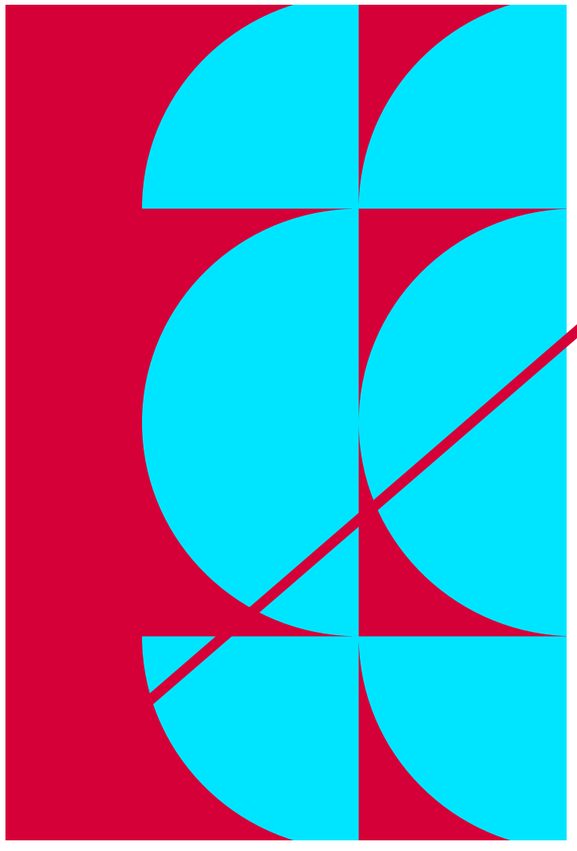


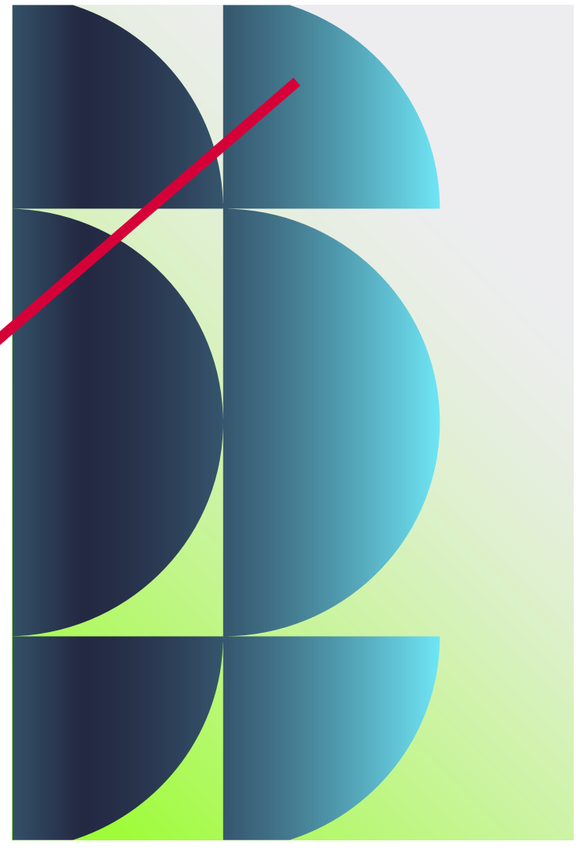
Colour watchout

With so many secondary colours, it could be tempting to use them all over. Please be mindful of the rules in this guideline document and do not overuse the secondary palette. they should be supportive rather that leading.

Don’t use too many colours.
Don’t use secondary backgrounds.
Don’t use secondary highlights.







2024
at a glance

+50
artists

+100
concerts

20
vendors

+10
contracts

63
performances

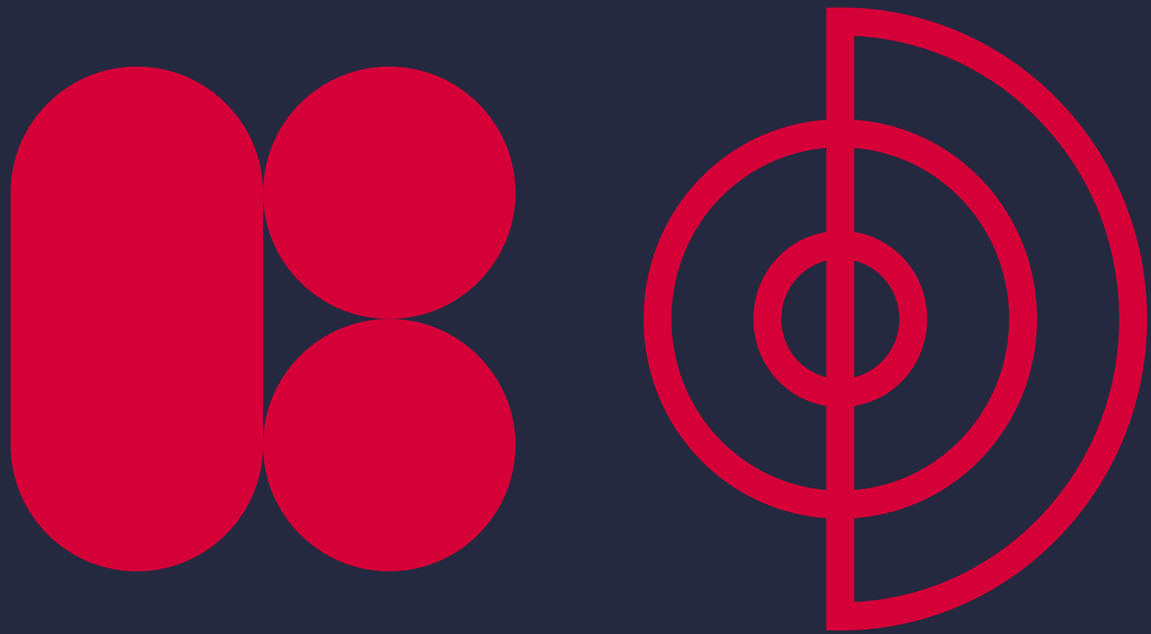
+35
artists

Design element

2024

The design element

The primary design elements are inspired by the both icons of the brand identity. They embody the brand values and are main embassador to the visual communication. It is also the base by which all other design elements are created.



The brand values icons

Each brand value is represented through a specific icon that is then interweaved into main communication channels. These series of graphics stem from two primary elements extracted from the brandmark: circles and semicircles. These shapes, evoke a sense of a kaleidoscope, constantly shifting and evolving to reflect the ever-changing nature of the venue's music scene by shifting its patterns and sequences of elements.

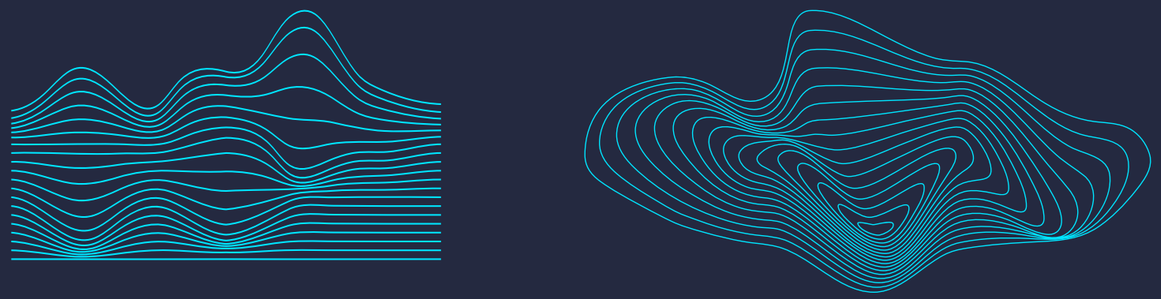
The waves of vibration

Inspired by the transformative power of music, this graphic element leverages the idea that music not only moves our bodies but also sets everything around us in motion. These vibrational elements will evoke a sense of depth and resonance

Brand values icons

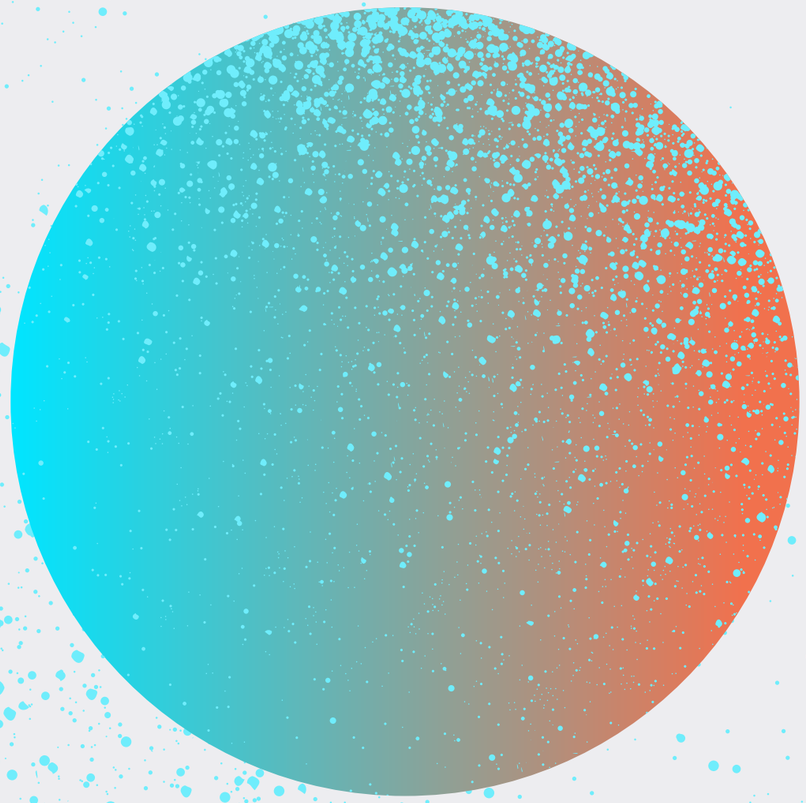


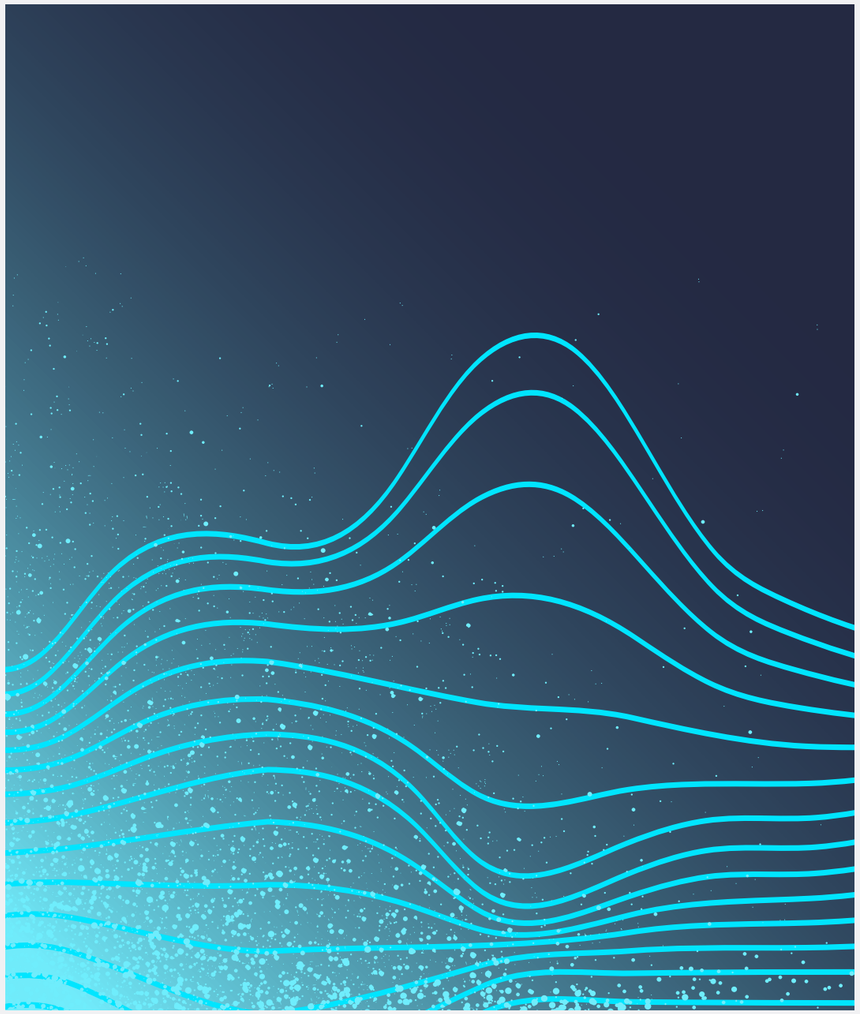
The waves of vibration



The particles element

The particles symbolize multiple ideas, drawing inspiration from the starry night sky and its infinite expanse. These graphic elements also reflect the vibrant energy of live performances—when lights, movement, and the collective passion of the crowd create an ethereal haze in the air. They embody the dynamic motion, raw emotion, and powerful moments that define the Beyon Al Dana Amphitheatre experience.











Under the stars,
lost in the music

BEYON Al Dana Amphitheatre

A Destination that moves you

Typography


05

Latin font

Beyon Al Dana Amphitheatre main typeface includes all characters of Kanit font. This typeface is used for headlines and subheadlines and bodycopy. Its structure, and simple form of characters allow an easy legibility and recognition.

Proportions

Semi bold provides character and tone to the brand communication.

Regular is used to guide and provide further descriptive information.

Light is used for body copy.

Light

Regular

Semibold

Bold

Tracking

Tracking and Kerning
Our font should feel easy to read so please take care of tracking and kerning. Tracking shouldrange from %15-0 (depending on the nature of the visual. Keep leading tight and neat.

Note

Sometimes when the colors are light and the body text needs more thickness to be legible, the semibold weight is used.

Hello. This is a headline

This is an ideal subheadline

This is the correct proportion of a short descriptive text in relation with other text

AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWw
XxYyZz

–

0123456789

Typography

Arabic typeface

Beyon Al Dana Amphitheatre main typeface includes all characters of Noto Sans Arabic font. This typeface is used for headlines and subheadlines and body copy. Its structure follows the same form as the english typeface, Kanit.

Proportions

Semi bold provides character and tone to the brand communication.

Regular is used to guide and provide further descriptive information.

Light is used for body copy.

خط رفيع

خط متوسط

خط شبه عريض

خط عريض

Note

Sometimes when the colors are light and the body text needs more thickness to be legible, the semibold weight is used.

مرحبا. هذا هو .العنوان الرئيسي

هذا من المفضل هو العنوان الفرعي

هذه هي النسبة الصحيحة لنص
وصفي قصير بالنسبة إلى نص آخر

ا ب ت ث ج ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
–

0123456789

Digital font

Beyon Al Dana Amphitheatre digital font is Arial. This typeface is used for emails, emailers, PPT and website. Its structure, and simple form of characters allow an easy legibility and recognition.

This typeface is also used for any long-read copy documents. This typeface is supported by Apple and Windows OS system.

Regular

Bold

Bold

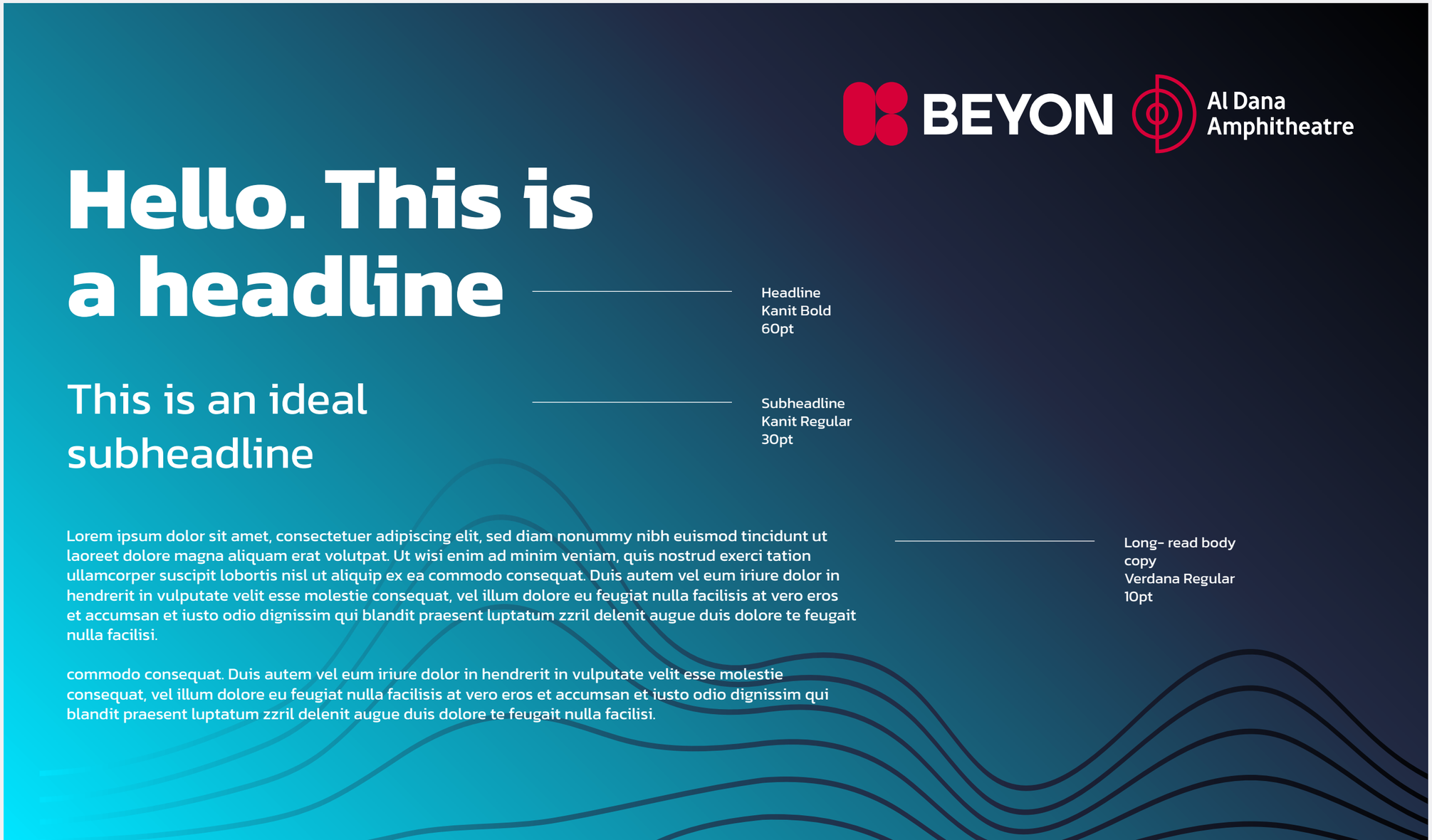
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnO
oPpQqRrSsTtUuVv
WwXxYyZz

–

0123456789

Note

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Layout & Templates

06

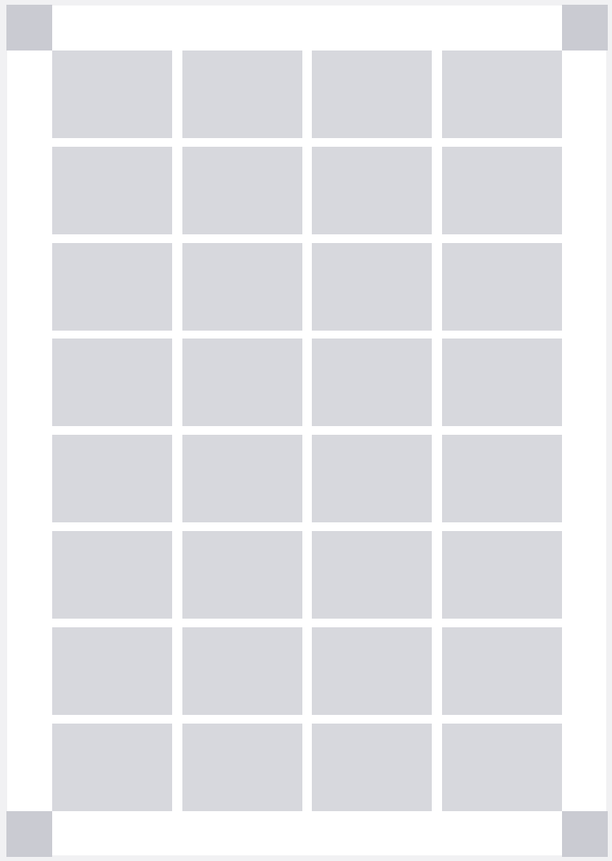
Layout Grid

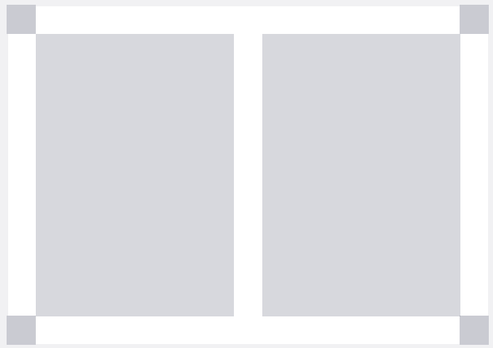
Our layout grid is created from the base grid. By combining them into a larger grid, we make it easy and flexible to work with.

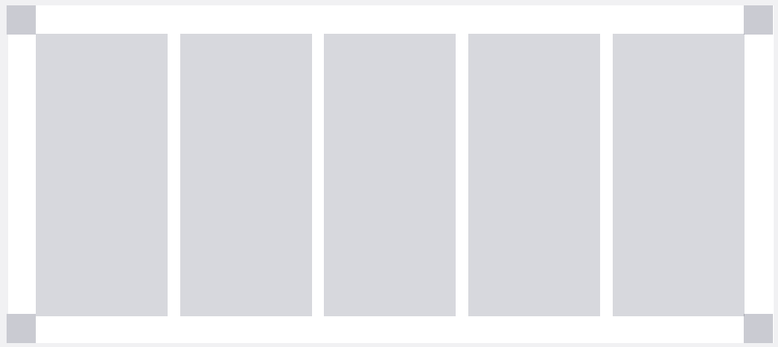
Columns, Gutters and Margins

To make formats easy to work with, our column, gutters and margins are flexible. This means that they are still defined with the base grid but their size depends on the size of the canvas.

The flexibility of the base grid allows the user to edit columns and gutter size so it suits best to the content.







Templates Look & Feel







Photography Style


07

Photography Style

The photography for Beyon Al Dana Amphitheatre should capture the essence of its unique identity by blending the raw beauty of its natural setting with the electrifying energy of live performances. It should evoke emotion, movement, and connection, while reflecting the amphitheatre's dynamic character and immersive atmosphere.

Cinematic and atmospheric:
- Use moody lighting and high contrast to emphasize the drama of live performances.
- Incorporate flares, shadows, and highlights to recreate the magic of being under the stars.

Dynamic motion:
- Capture the energy and movement of performers, audiences, and light effects in action.
- Use techniques like long exposure or motion blur selectively to convey vibrancy and excitement.

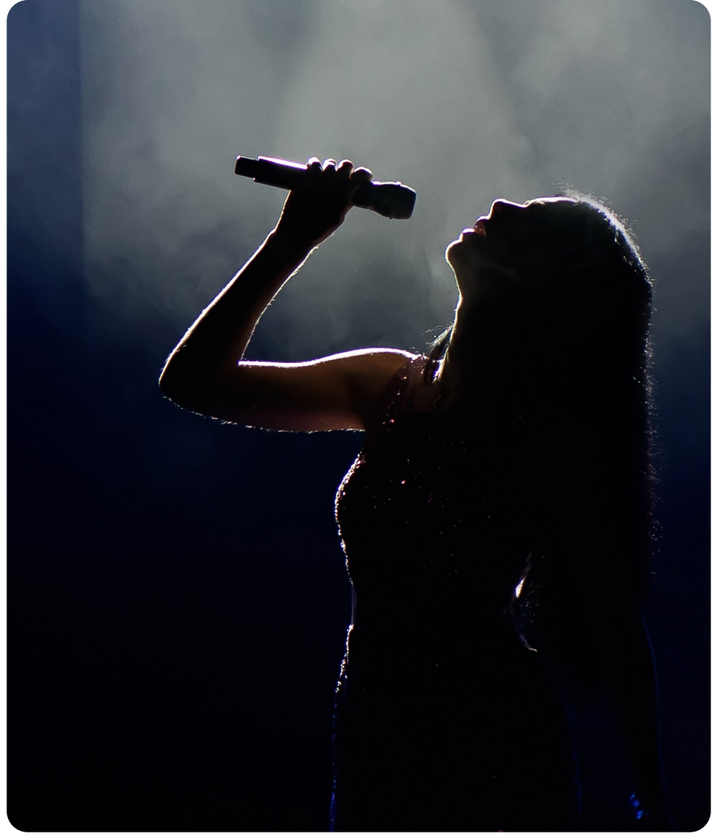
Natural and grounded:
- Highlight the venue's integration with its surroundings, including the rocky textures and open skies.
- Incorporate earthy tones to create harmony between nature and the amphitheatre.

Human connection:
- Focus on emotional moments—audiences lost in the music, performers in their element, or shared joy among the crowd.
- Use close-up shots to emphasize intimacy and raw emotion.

Versatility:
- Combine wide-angle shots that capture the venue's size with intimate portraits and detailed close-ups.
- Maintain a balance between showcasing the scale of the amphitheatre and its personal, immersive atmosphere.





















Motion Design and Dynamic Elements


08

The design element

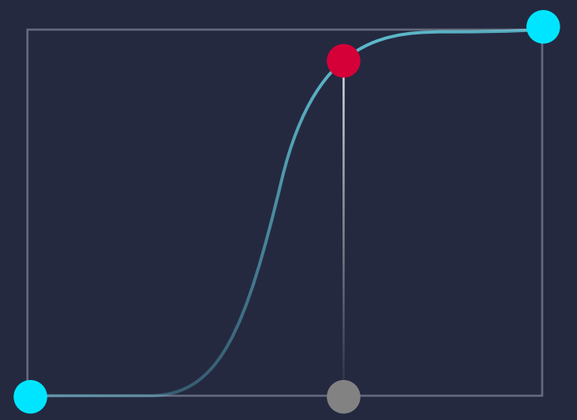
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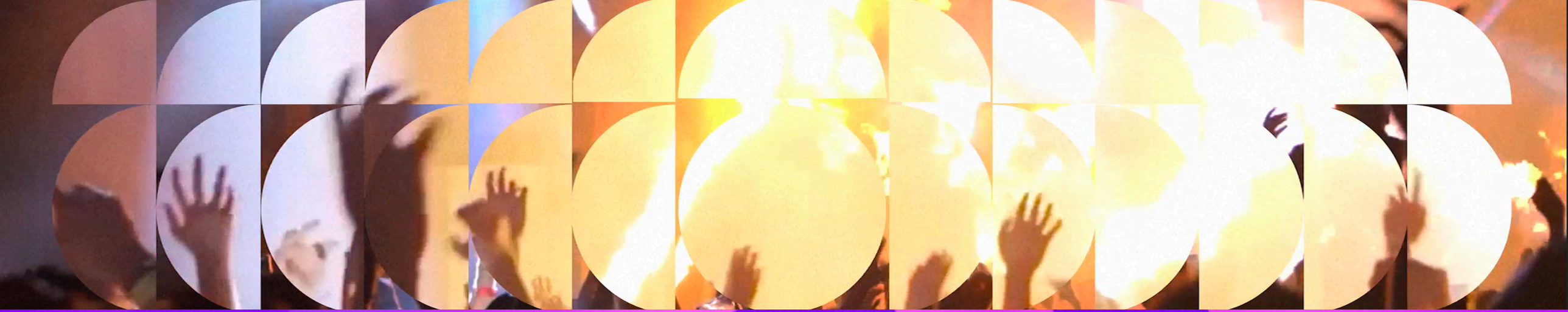
Elements

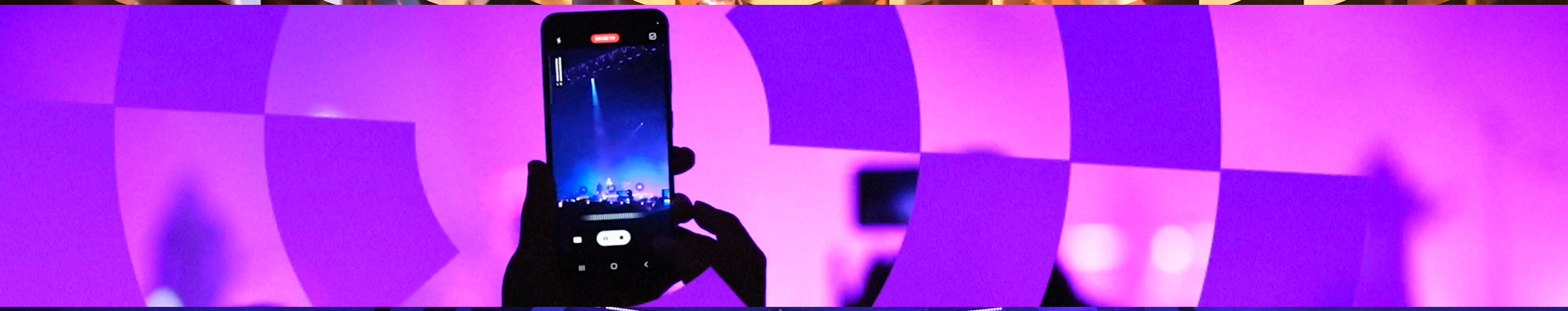


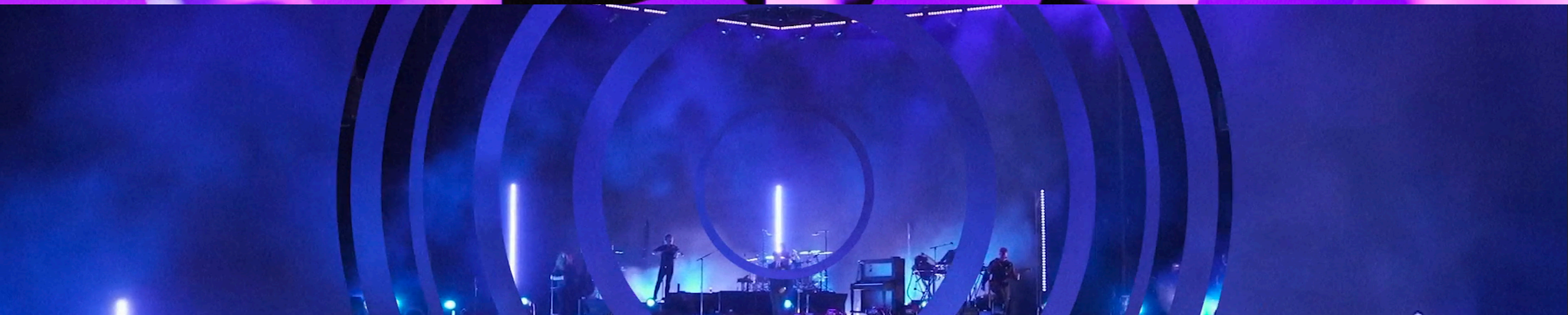
The motion

The animation of graphic elements should reflect the brands personality: reflecting energy, motion and emotion, rhythm and positvity. The pace of transitions and movements should also complement the purpose of the animation itself. Generally, we recommend using a steep movement curve to achieve impactful effects.









Brand Usage

09

Stationery



The brands collaterals must respect the visual language.
The colors and fonts follow those selected for the identity.

The proportions and sizes of the elements and typographies of the envelopes must be respected.
All these documents should be printed in the Pantone colors or their CMYK equivalents.

Business Cards



Stationery



The brands collaterals must respect the visual language.
The colors and fonts follow those selected for the identity.

The proportions and sizes of the elements and typographies of the envelopes must be respected.
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Business Cards



Business Cards



Business Cards



Business Cards



Business Cards



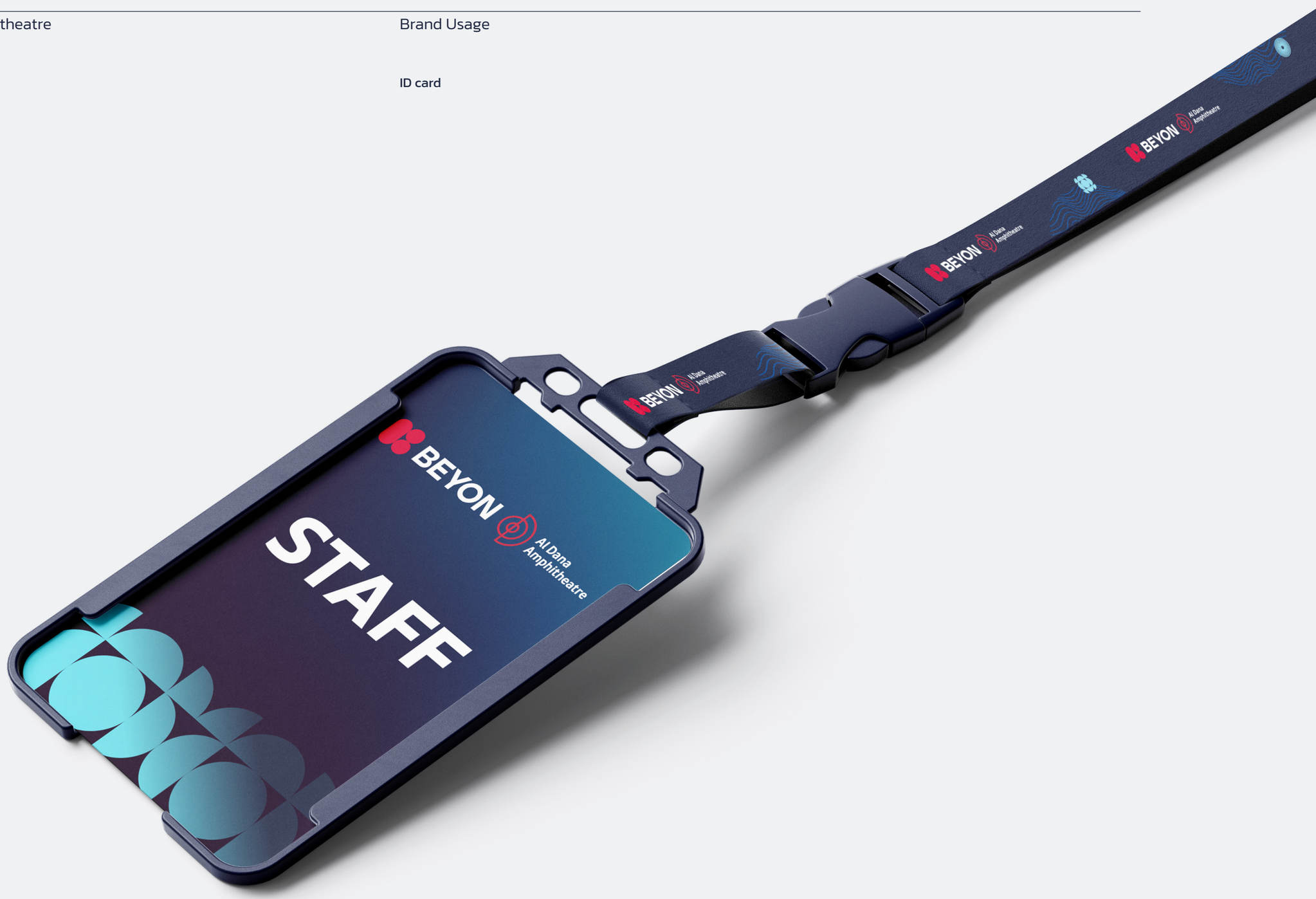
Folder


BEYON
Al Dana Amphitheatre
A destination that moves you
Lorem ipsum dolor sit amet
P.O. Box 14, Manama
Kingdom of Bahrain
beyonaldana.com

Notebook



ID card



Wrist bands


BEYON
Al Dana Amphitheatre
DANCE THE NIGHT AWAY
WHERE THE MUSIC LIVES
MUSIC MAGIC

Bags



The brands collaterals must respect the visual language.
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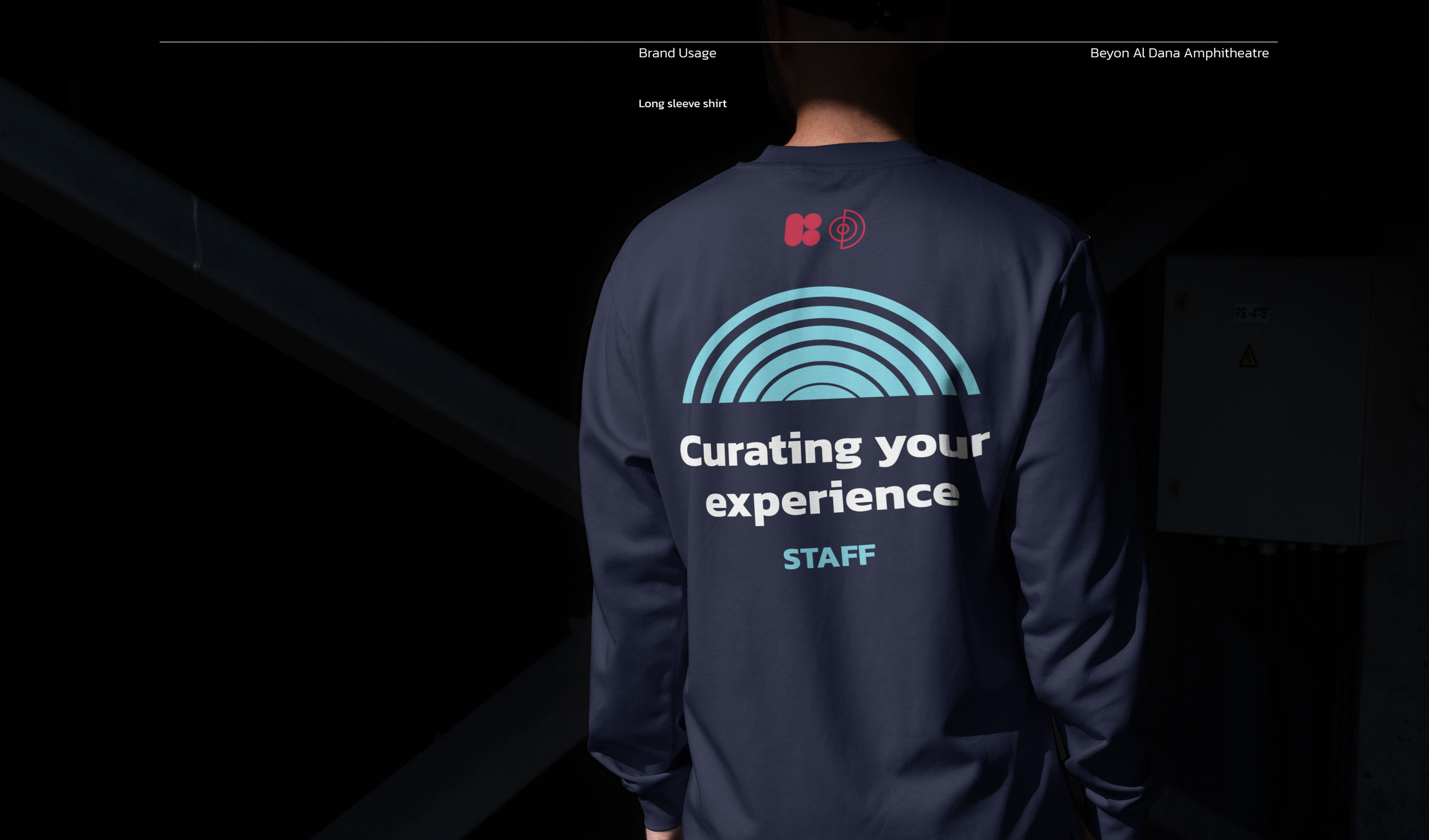
Cups



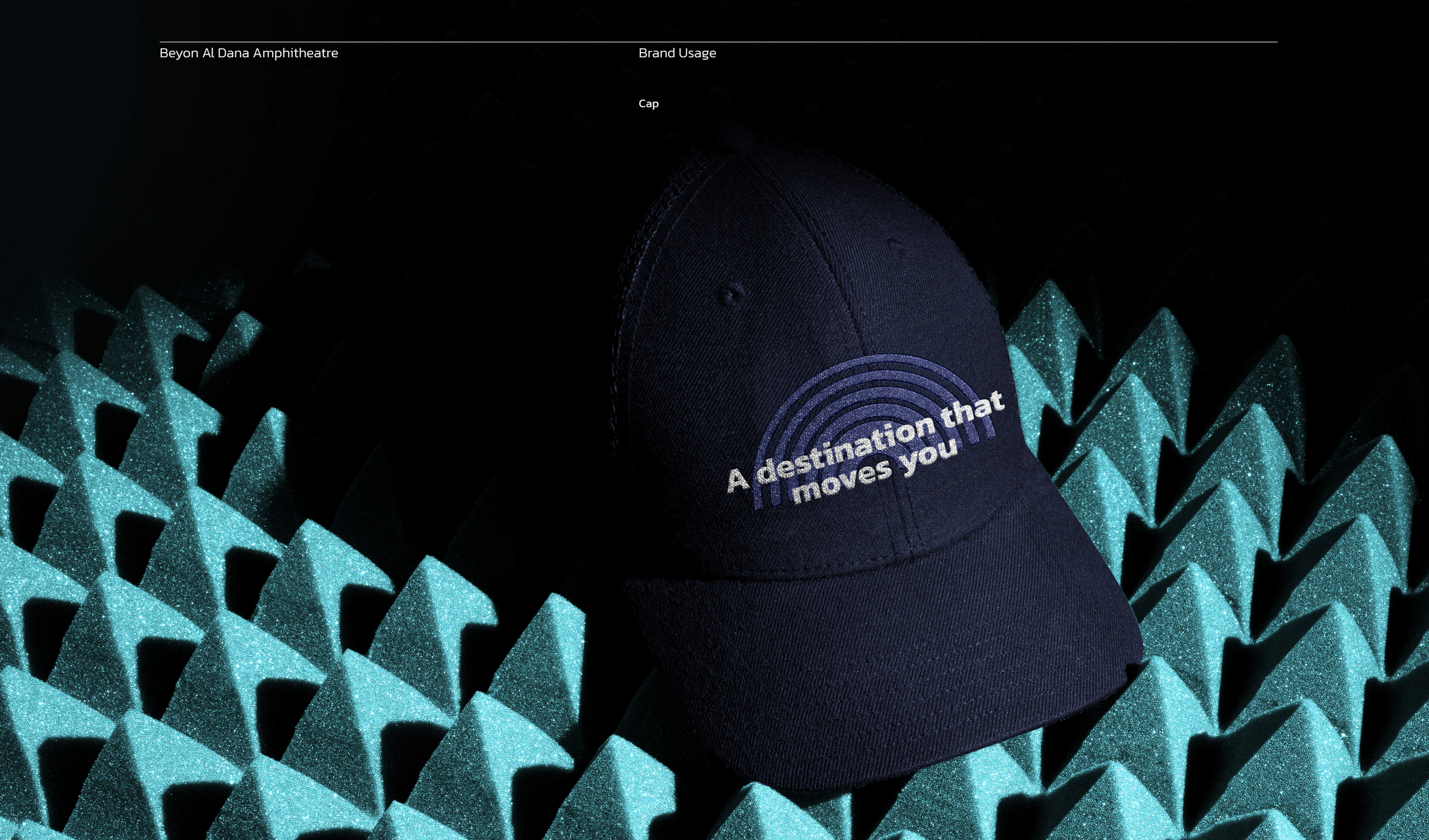
T-shirt



Long sleeve shirt



Cap



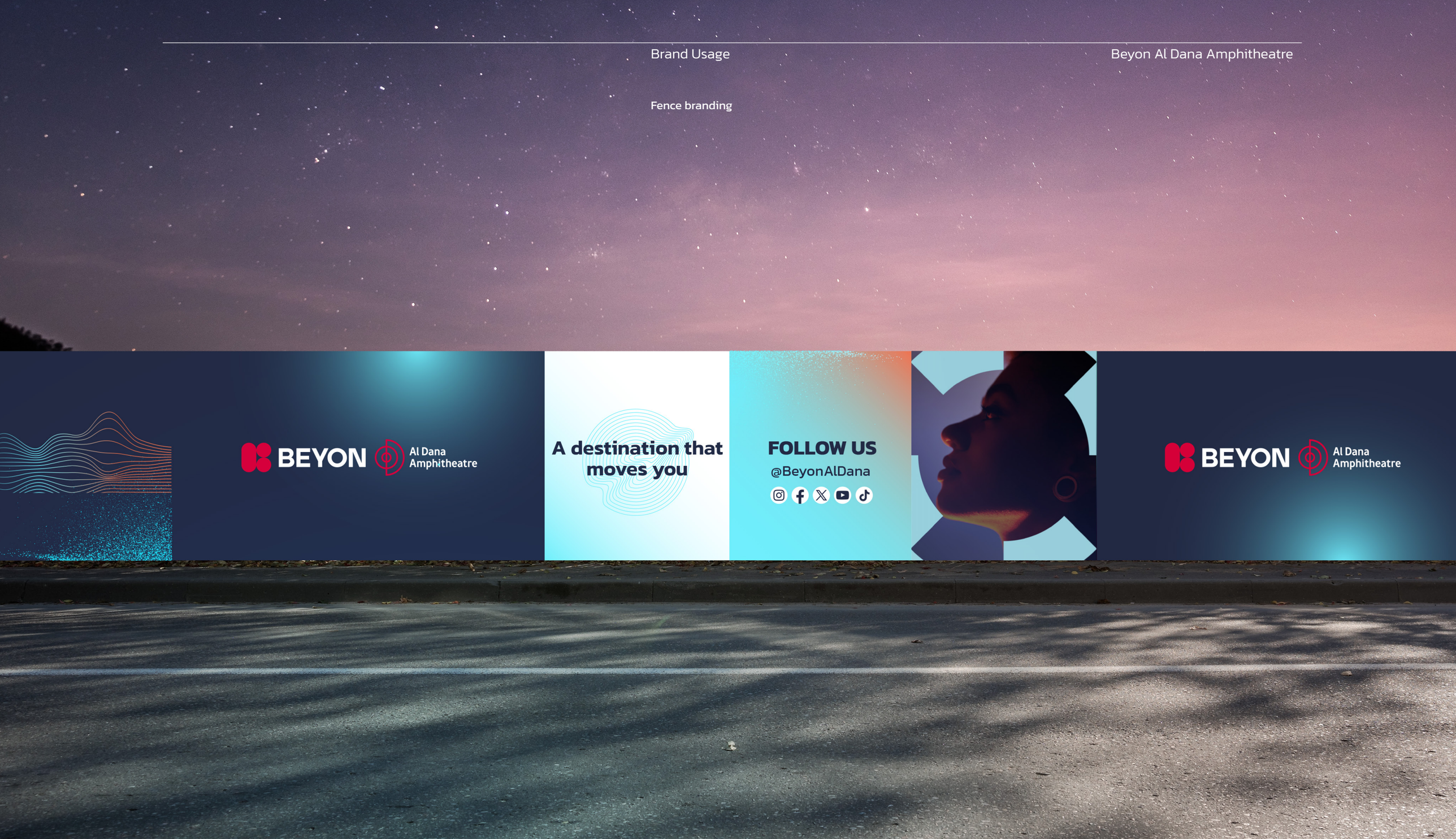
Tote bag



Flags


Al Dana
Amphitheatre
BEYON
Destination that
moves you
Al Dana
Amphitheatre
BEYON

Fence branding



Digital Application

10

Email Signature

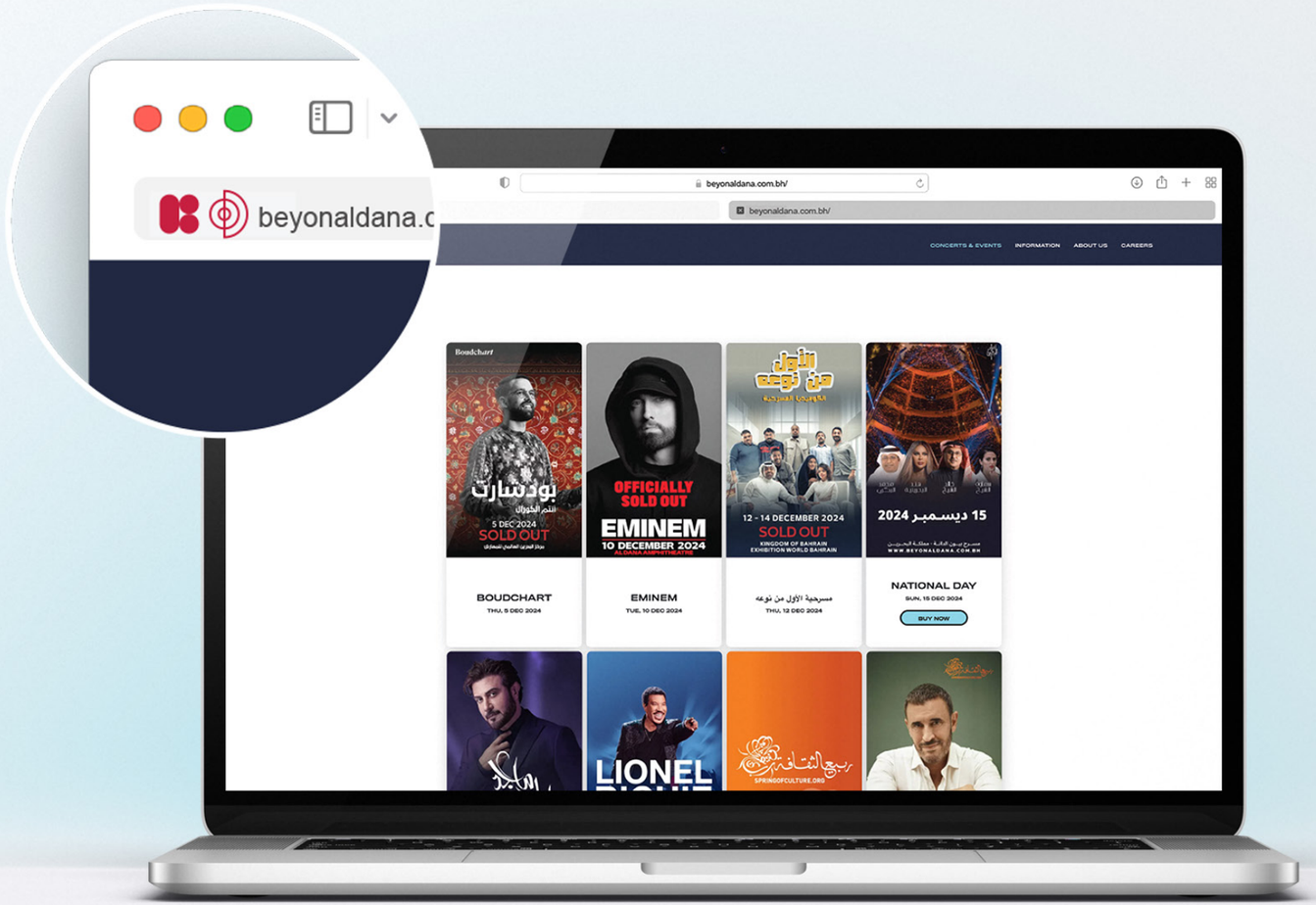
Beyon Al Dana Amphitheatre digital font is Arial. This typeface is used for emails, emailers, PPT and website.

Email Templates

Beyon Al Dana Amphitheatre digital font is Arial. This typeface is used for emails, emailers, PPT and website.



Favicon


beyonaldana.com.bh/
CONCERTS & EVENTS
INFORMATION
ABOUT US
CAREERS
بودسارت
5 DEC 2024
SOLD OUT
OFFICIALLY
SOLD OUT
EMINEM
10 DECEMBER 2024
12 - 14 DECEMBER 2024
SOLD OUT
15 ديسمبر 2024
BOUDCHART
THU, 5 DEC 2024
EMINEM
TUE, 10 DEC 2024
مسرحية الأول من نوعه
THU, 12 DEC 2024
NATIONAL DAY
SUN, 15 DEC 2024
BUY NOW
LIONEL
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Beyon Al Dana Amphitheatre

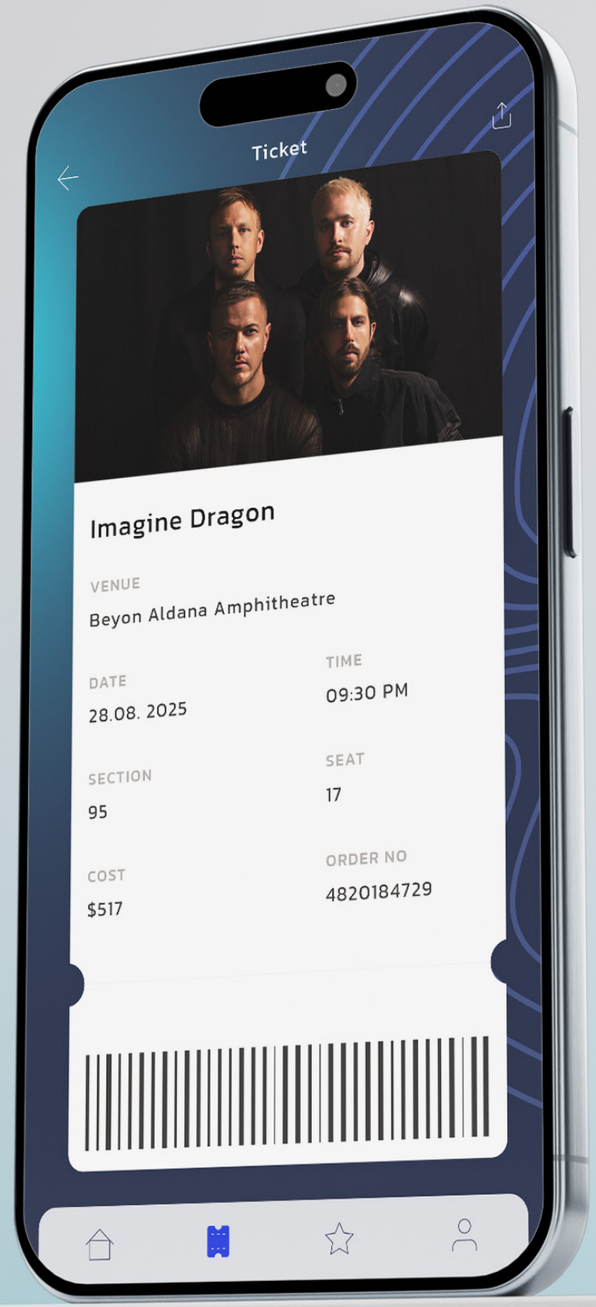
Digital Application

Twitter



Mobile and Digital Screens

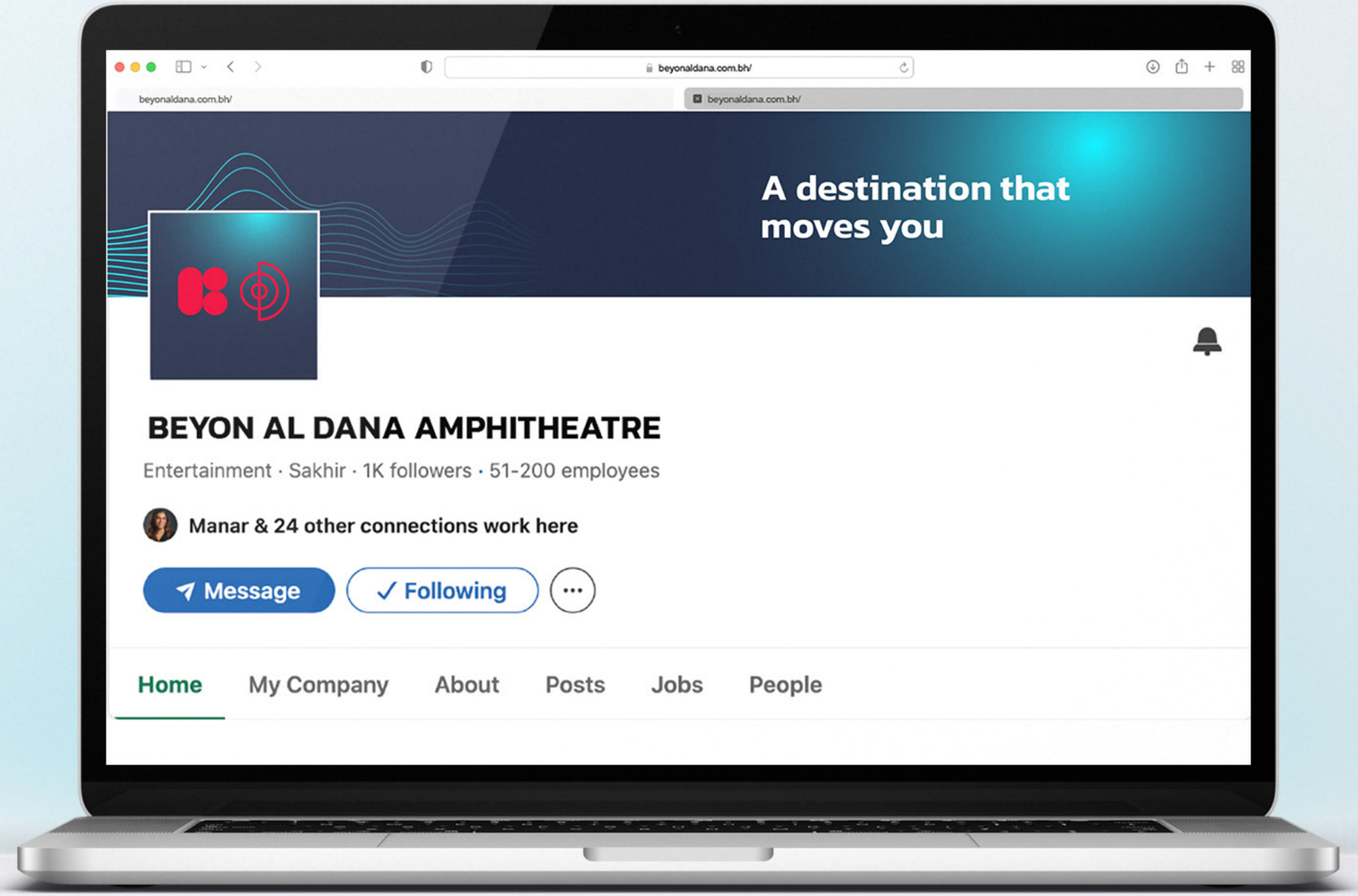
Introducing signature Beyon Al Dana Amphitheatre backgrounds where suitable promotes the brand and helps with the brand consistency and awareness



Beyon Al Dana Amphitheatre

Digital Application

Twitter





Social look & feel

When creating social media visuals, main graphic elements should be constent in its appearence as well as typography and colours. It is impossible to cover all possible designs and set restrictions since the social platforms are dynamic, but the style of the brand that is set in this guides should maintain.













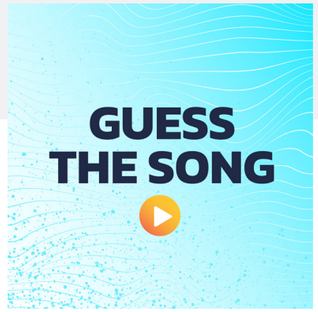
Social look & feel

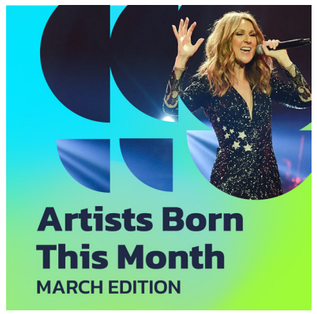
Usage of primary and secondary colors should come along together in creating social media visuals.

Secondary colors should be used to enrich the artworks either in gradients along side with the primary colors or in highlighting important elements.







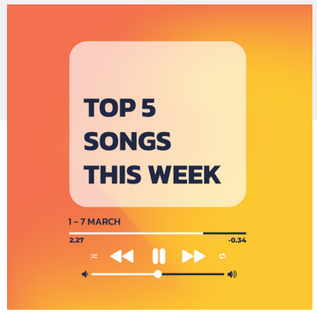


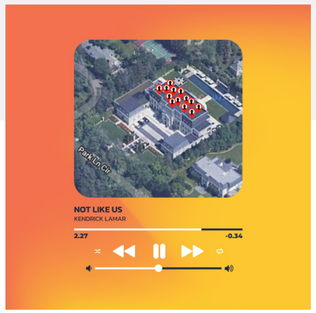


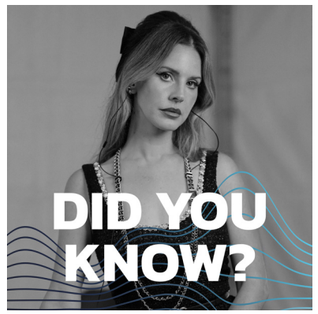
Social look & feel

Engagement posts should be bold and vibrant to engage people.











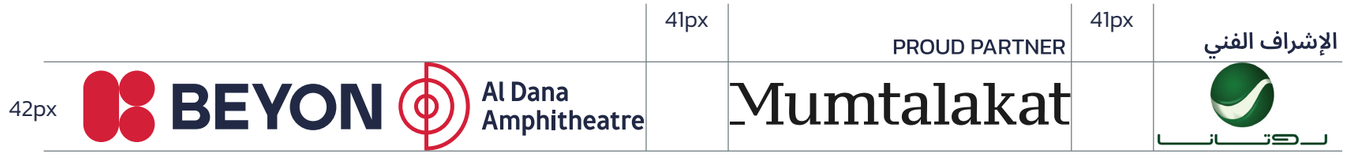
Social look & feel

Footer lockup should stay consistant in visuals that require footers.
Logo hight should be 42px. Spacing between logos should stay 41px and the footer should be centered.

For overlaying footer with photos, midnight blue gradient should be used.







Social look & feel

Color coded lockups to unify the concert status.







SOLD OUT

POSTPONED

ADDITIONAL NIGHT

Social look & feel

Font size in social media visuals should create a hierarchy to make the important information more visible.

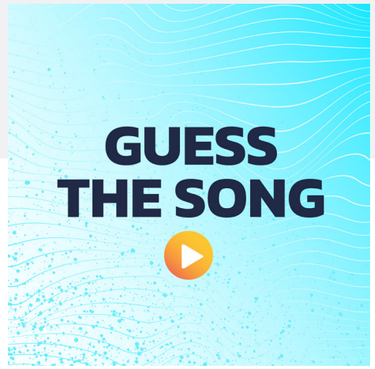
Heading size should vary between 90 to 180.
Subeading should vary between 80 to 40
Can be adjusted when needed.

Text based visuals should contain patterns and gradients along side with bold text.

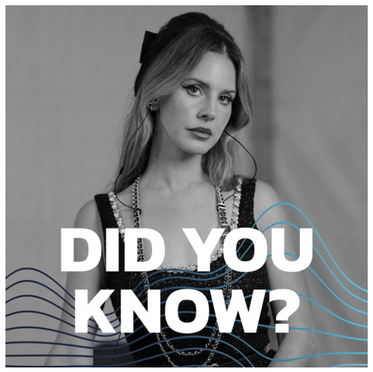
Heading

Subheading

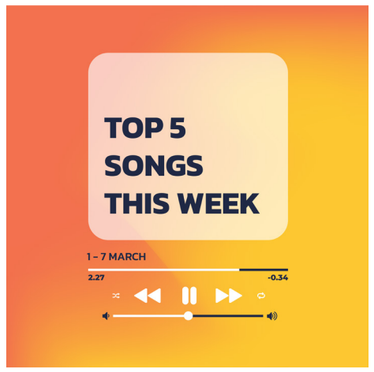














Tone of Voice



Tone of voice

Immersive and poetic

Language that paints vivid pictures and evokes rich experiences.

Confidently bold

Fearlessly creative, reflecting the bold spirit of the venue.

Authentic and welcoming

Speaking directly to audiences with warmth and sincerity.

Personality traits

Magnetic

Irresistibly captivating, drawing people in with its energy and vibrance.

Innovative

Constantly evolving, pushing boundaries with creative and technological flair.

Grounded

Deeply connected to its natural roots while looking toward the future.

Emotionally charged

Evoking passion and connection through every interaction.

Inclusive

Welcoming all, celebrating diversity in music, people, and culture.

Messaging dos and don’ts

Dos

Highlight the exclusivity of each performance as a extraordinary event.

Use poetic, evocative language that mirrors the tagline’s energy.

Showcase diversity in music genres and audience demographics.

Balance bold visuals with human-centric storytelling.

Don’ts

Overemphasize formality; the tone should remain relatable and vibrant.

Dilute the venue’s unique positioning with generic or uninspired messaging.

Dos

Highlight the uniqueness:
Do emphasize the fusion of nature, music, and technology:
“Where music, nature, and innovation create magic under the stars.”
Do focus on the transformative power of experiences:
“Every moment here leaves an imprint on your soul.”

Celebrate diversity:
Do use language that speaks to a wide audience:
“A space for every music lover, every culture, and every connection.”
Do incorporate multisensory appeal:
“See the stars, hear the music, feel the moment.”
Do align with the tech-forward ethos of Beyon:
“Experience concerts redefined for the digital age.”

Stay grounded in nature:
Do emphasize the natural wonder of the venue:
“Carved into the heart of the desert, cradled by the stars.”
Do celebrate sustainability where applicable in messaging and branding.

Don'ts

Overpromise:
Don’t exaggerate beyond what the brand delivers:
Avoid “The best venue in the world” unless supported by accolades.
Don’t create unrealistic expectations:
Avoid “Every event is life-changing.”

Be too generic or bland:
Don’t use clichés that dilute the brand’s distinctiveness:
Avoid “Great music under the stars.”
Don’t neglect the venue’s unique identity:
Avoid “Like any other amphitheatre, only better.”

Ignore the emotional connection:
Don’t focus solely on logistics or technology without capturing the heart of the experience.
Don’t miss opportunities to evoke passion and connection:
Avoid “Powered entirely by cutting-edge systems.”

Exclude audiences:
Don’t focus exclusively on any one demographic:
Avoid “Die-hard music fan will love it.”

Stray from the brand’s personality:
Don’t be overly formal:
Avoid “An entertainment venue located in Bahrain.”
Don’t lose the edge or warmth:
Avoid “Enjoy shows in an open-air environment.”

